

PUBLIC PROMTPRESS REPORT

Channel audit

Castings by Eva Mo



@castings_evamo

Castings for ad projects (Russia & beyond) . Eva Mo (Gavrilova) - casting director Nastya Martsipanova - assistant CD Actor submissions from agents - via group owner approval.

SUBSCRIBERS

15 764

+261 per month

ERR (% SEE POSTS)

38.0%

per day 16.1%

REACH/POST

6K

ad reach 2.5K/24h

— CONTENT · 2026

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6 months · monthly

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Rank in «Career» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 15 764 —	 SUBS REACH 37.76% avg % subs see post	 VIEWS/POST 6K median 6.1K · 24 days	 POSTS/WEEK 5.1 over period
 7D TREND — no data for period	 REACTIONS/POST 24.8 total 447 reactions, 819 reposts, 1,903 comments	 POST LENGTH 408 chars median 150 · 24 days	 POSTS ANALYZED 18 24 days
 AD REACH 2.5K 24h avg	 CHURN / MONTH +261 over last month	 CITATION RATE 6 citation index · 40 channels mentioned all time	 CHANNEL AGE 2 years 10 months created 09.09.2023

AI EDITOR SUMMARY

Channel «Castings by Eva Mo» — 15 764 subs. Each post averages 6K people (38% from subs), good reach. Publishes 5 posts/week (~1/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **18** posts over 24 days.
- 02 Dominant format – **Text** (12/18 posts).
- 03 Avg post length – **408** chars (median 150).
- 04 Audience peak – **Wednesday**, 12:00 MSK.
- 05 Top posts get **2×** more views than the weakest (7.3K avg for top vs 4K for worst) – among 18 posts over 24 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 01.07 · 09:31 PHOTO CASTING 🔥🔥🔥 Hair dye (French director & clip maker for top fashion & beauty brands Olivier Vintarini ⚡) Rights...	VIEWS	REACTIONS
	7 573	31
	REPOSTS	ER
	224	48.0%
Nº2 25.06 · 18:59 PHOTO CASTING 🔥🔥🔥 Bank Tight deadline – shoot in less than a week! Send quickly and don't...	VIEWS	REACTIONS
	7 306	24
	REPOSTS	ER
	116	46.3%
Nº3 02.07 · 08:45 PHOTO CASTING 🔥🔥🔥 Hair dye (French director & clip maker for top fashion & beauty brands Olivier Vintarini ⚡) Rights...	VIEWS	REACTIONS
	6 976	20
	REPOSTS	ER
	110	44.3%

Nº4 03.07 · 06:33 TEXT Good morning! Looking forward to you, dear actresses ready to refresh your chestnut hair and star in Olivier Vintarini's video 🥰	VIEWS 6 696 REPOSTS 4	REACTIONS 13 ER 42.5%
Nº5 27.06 · 18:53 TEXT Age GUYS 34-38 Reliable young man, family material, confident future. Kind features ...	VIEWS 6 519 REPOSTS 16	REACTIONS 7 ER 41.4%

|

WORST 3

↓ 25.06 · 15:46 TEXT In a couple of hours I'll post another casting project. Shift on June 29th! Ears perked, great portfolios ready, waiting...	VIEWS 5 043 REPOSTS 1	REACTIONS 73 ER 32.0%
↓ 13.07 · 11:41 TEXT Dear girls! 🌸 Who auditioned for Garnier: now a great chance to audition for another brand. -no...	VIEWS 4 183 REPOSTS 5	REACTIONS 15 ER 26.5%
↓ 17.07 · 13:54 TEXT My dears! All roles filled, moving to prep for shooting 🥰 New project coming soon ❤️	VIEWS 2 780 REPOSTS 3	REACTIONS 55 ER 17.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



PERIOD START

11 937

NOW

15 764

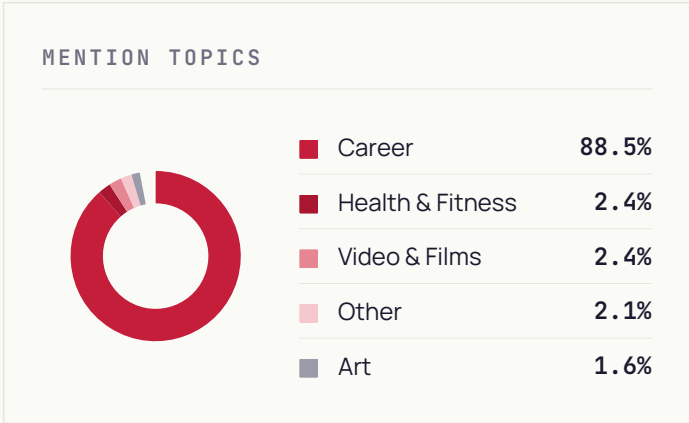
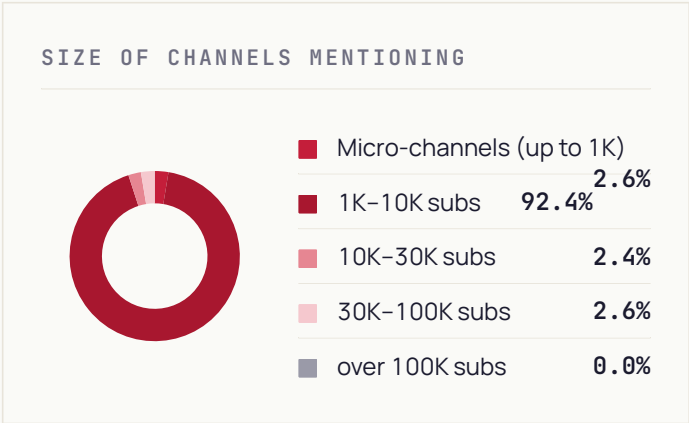
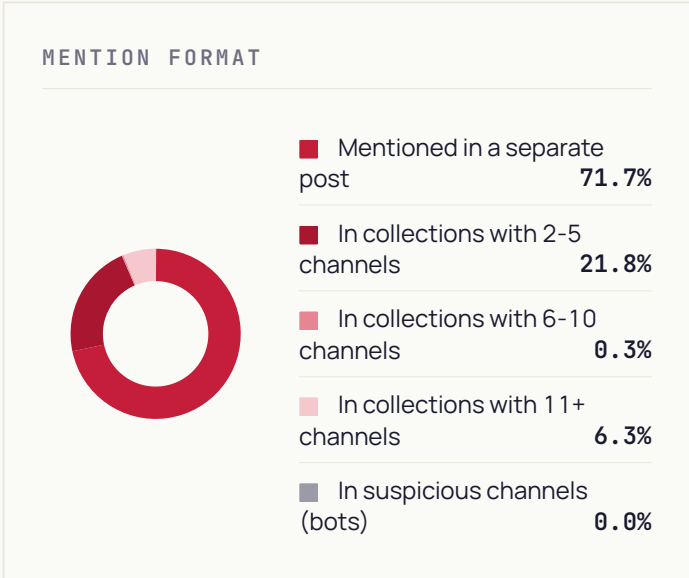
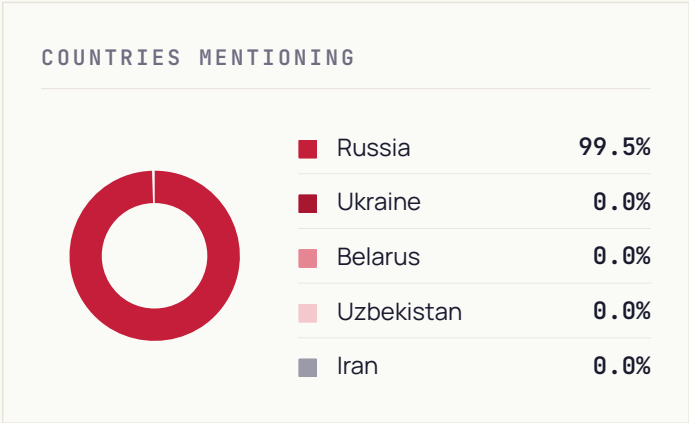
NET GROWTH

+3 827

SECTION 04 · MENTIONS

Who & how mentions the channel

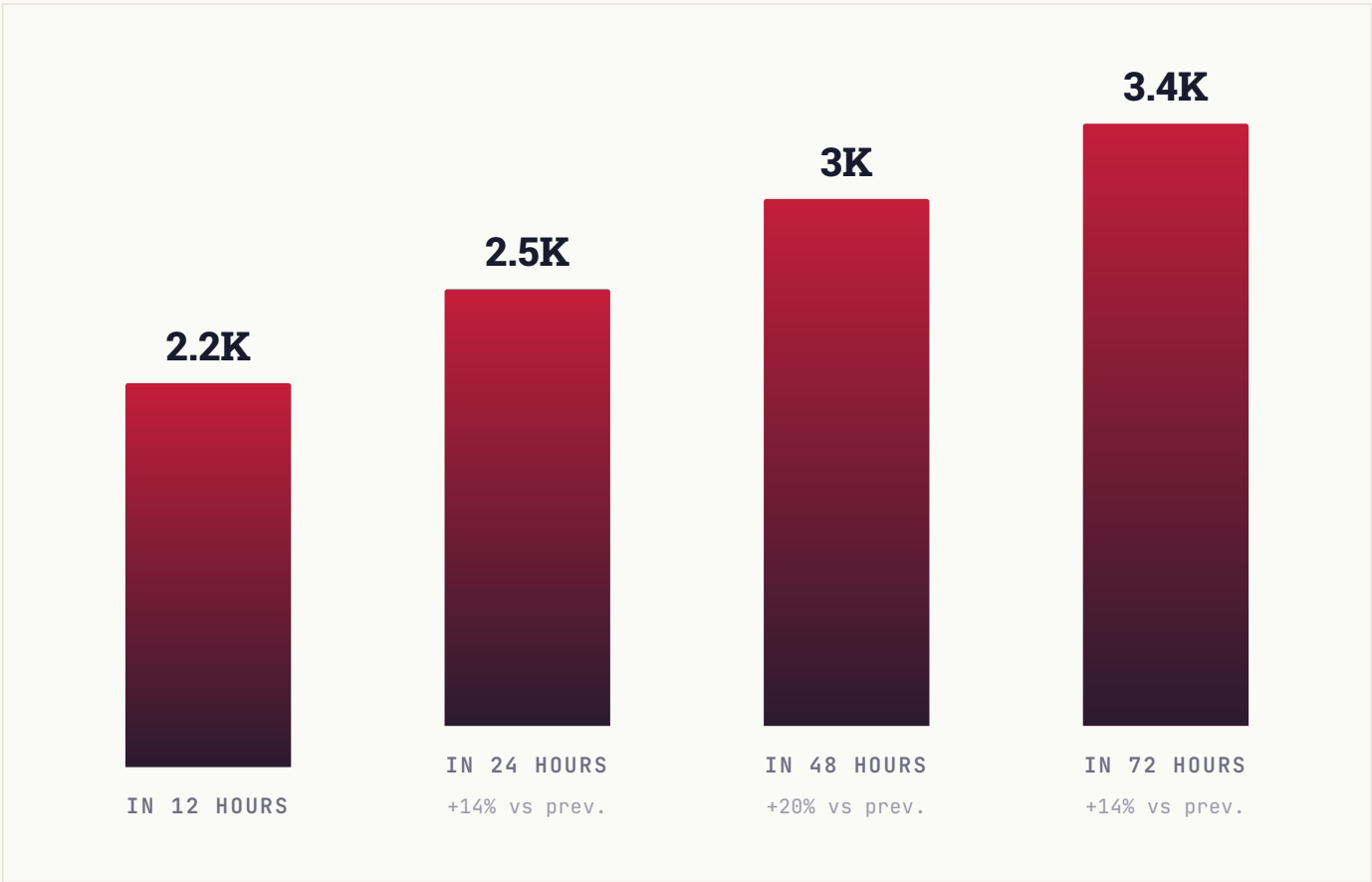
Citation index 6 – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: 40 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel — shows its rank among niche peers.

CHANNEL	SUBSCRIBERS
و وظائف - أي وظيفة 	1.2M
قو قناة وظائف - وظيفتك علينا 	814.1K
UB Remote no experience - Freelance	794.8K
اا اى استخدام	650.9K
求职 求职招聘	644.1K
سا ساحة الوظائف  	538.9K
PM JOBS MOSCOW VACANCIES	474.8K
SW SR W  RLD	464.1K
شغ شغل	457K
SI SeoJob Заработок в сети	427.6K
KE Castings by Eva Mo YOU	15.8K

COMPARATIVE CONCLUSION

Channel not yet outside top 96 of niche — early growth stage. Niche leader — وظائف - أي وظيفة  (1.2M), top-96 median: 173.5K. First goal: enter top-96 via systematic traffic and content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we log posts in other channels that mention yours. Over the last **6 months** such mentions were **92**, they brought **2 171** new subs.

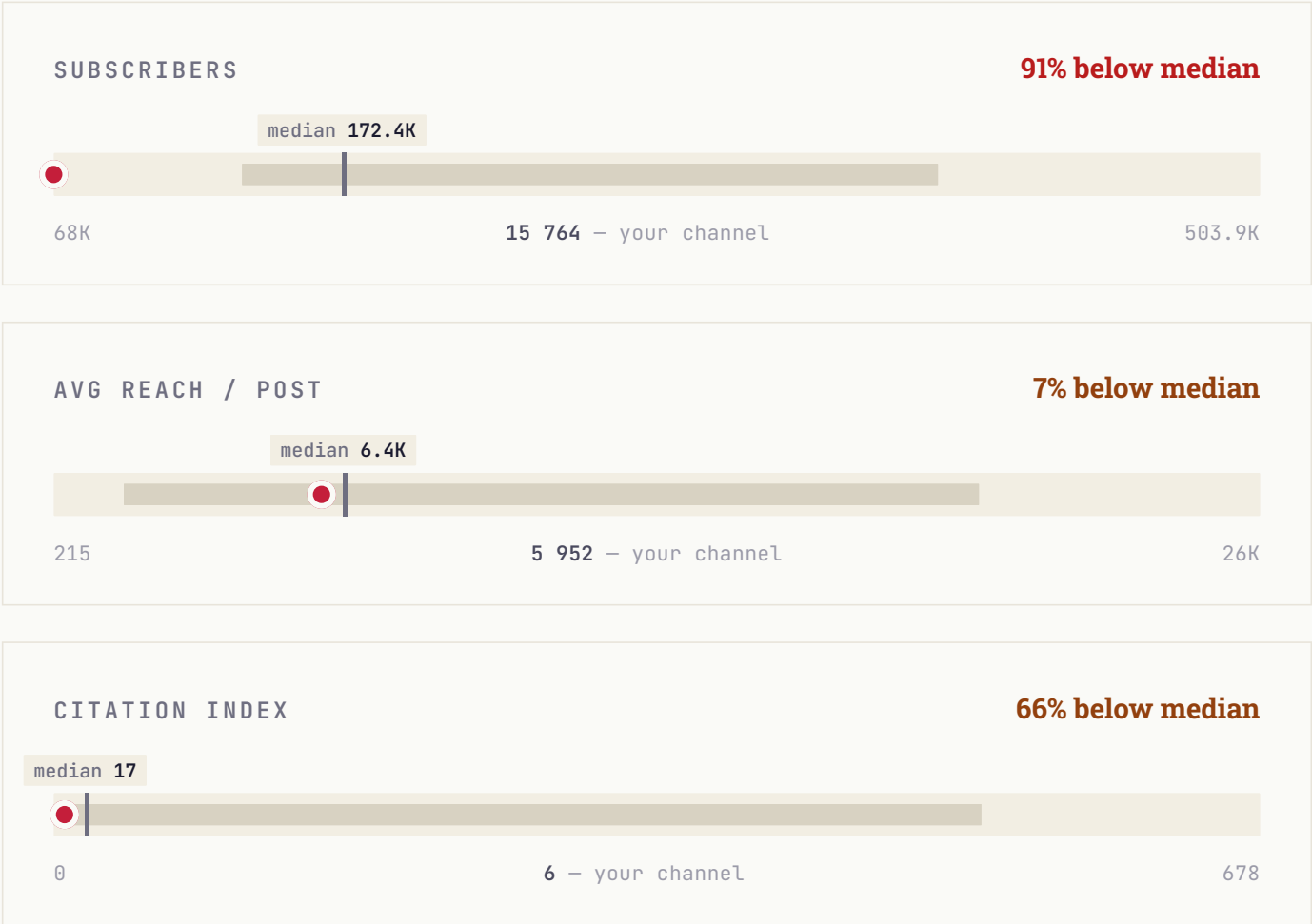
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	1	1	129
December 2025	18	1	207
Nov 2025	31	7	599
Oct 2025	17	1	433
Sep 2025	7	2	266
August 2025	18	4	537

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
92	6	2 171

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Career» (Russia) and compared your channel.
Gray band = range of 80% of niche channels (p10-p90). Black vertical = median.
Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- | | | |
|-----------|---|--|
| 01 | Top post of the week — on Wednesday
On this day at 12:00 MSK audience is most active. | EFFECT
Best window
for key post |
| 02 | Increase share of video posts
Video in Telegram holds audience longer & is favored by the algorithm. Aim for 15-25% share. | EFFECT
Video retains
audience
better |
| 03 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress picks sources for your niche. | EFFECT
+1000-3000
subs |
| 04 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic — easy growth point. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth. | EFFECT
Growth from
relevant
audience |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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